

Guide to Effective Entries



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years

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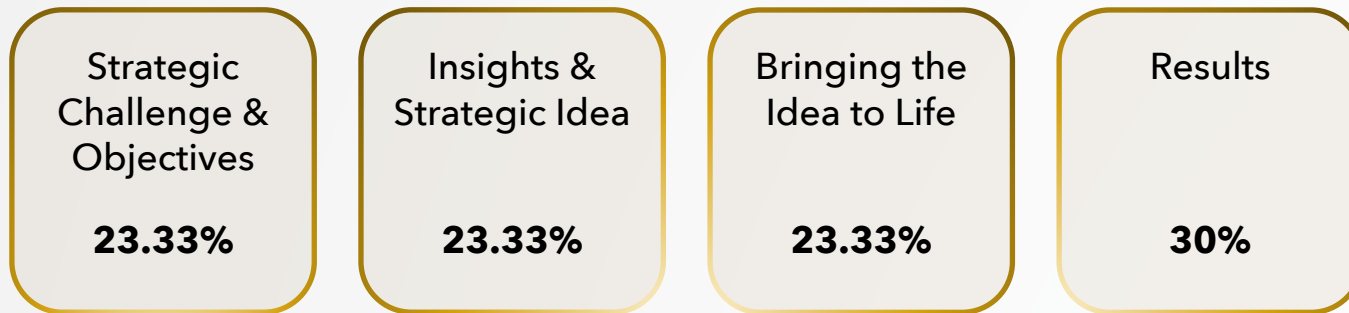
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scoring

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness, and provide four separate scores analysing specific attributes of the work. The breakdown is as follows:



Scoring for this section consists of the Creative Materials & Investment Overview

The judges' scores will determine the results – whether finalist or winner (gold, silver, bronze). At each level, a minimum score is required to be considered as a finalist or winner. It is possible that a category may produce up to three winners, or four winners in exceptional cases, or perhaps no winners at all no matter the number of finalists.



judging process

The Jury is made up of some of the brightest and most experienced business leaders. **Judges are specifically matched with cases that do not prove a conflict of interest** – judges cannot score cases from a brand on or a competitor of the brand. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category. Limit industry jargon & define any industry terms.

Judges read your written case first and then immediately watch your video. Make sure your team reviews both together to ensure they work seamlessly together before submitting your entry.

Clear, concise, and cohesive entries stand out. Tell a story, linking each section of the from to the next. Think about how you can streamline your case into an easy read for the judges.

- ▶ Entries are judged in two phases.
- ▶ Highest scoring cases from Round 1 will proceed to Round 2.
- ▶ All elements of an entry – written case & creative elements are judged & scored anonymously & confidentially.

tips for a successful entry

know the rules

- 1** Review **category definitions** to ensure your case is truly eligible for the category you are planning to enter.
- 2** Review **the formatting requirements, entry requirements** and the **“key reasons for disqualification”** before submitting your entry.
- 3** **Reference your data and results.** The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data, claims, facts, etc. Included anywhere in the entry form. Review the guidelines in this document for sourcing your data before finalising your entry.
- 4** Make sure your entry **DOES NOT** include an agency's name or logo anywhere in the Entry Form or Creative Materials – Effie is an agency-blind competition. Pay particular attention to the sourcing section and ensure that this rule is complied.
- 5** **Provide English translation** for all non-English creative materials.

tips for a successful entry

writing a winning case

- 1** **Start with the executive summary** before you try to write individual sections. Get your overall story really strong, crisp, clear and inspiring.
- 2** **Be sure to provide a clear picture of the marketplace situation, category and competitive context.** As this is a regional competition, it is important to explain and frame the market context as most judges don't know your category, market or what success looks like.
- 3** **Less is more - concise written entries stand out.** They are not only refreshing - they encourage high marks.
- 4** The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs marketing jargon were really the strongest.
- 5** Ensure that the "insights" somehow tie to a human behaviour. **A data point is not an insight**, it's what the data point means to your brand, target or audience that makes it an insight.
- 6** Advertising principles should apply to case studies too: write them in a way that **engages the judges**, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!"

tips for a successful entry

writing a winning case

7 Connect results to objectives very clearly. Don't try to fake it and write objectives to meet existing results. Judges can tell and will criticise you for it.

8 Keep within the word limits in each section of the Online Entry Form. While word limits are kept broad for entrants to detail their cases, you do not need to utilise the maximum word count. Be concise as overwriting can kill your case.

9 Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to **easily assess the success** of the marketing initiative.

10 Proofread. Check your grammar, typo, math and inconsistencies. Have a few of your colleagues unfamiliar with your brand read your case thoroughly before submitting. Address all questions those unfamiliar with your brand may have after reading the draft.

11 Make sure your creative reel doesn't just reiterate what you said in your entry. Use it to complement that information.

12 Learn from Success. Take time to review past Effie-winning cases featured on the APAC Effie website.

tips for a successful entry

entering multiple entries

- ▶ Entrants may enter a case into a maximum of 4 categories with no more than one Industry category in the Single Market categories.

Examples:

1 Industry category + 3 Specialty categories, or
4 Specialty categories

- ▶ You will need to submit a separate entry each having its own set of Entry Form, Authorisation Form, Creative Materials, and pay separate entry fees for each submission.
- ▶ Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will down score if the information is not included.

tips for a successful entry

entering multiple entries

- Write for the category.

Judges evaluate work on effectiveness in the context of the entered category.

Review the category definitions thoroughly and ensure that your entry speak to the nuances of the category.

Examples:

David & Goliath – You are required to articulate why your brand was a David.

Positive Change – Environmental – You must have changing audience behaviour towards more environmentally sustainable choices as one of the main strategic objectives.

scoring section 1

challenge, context & objectives

Question 1A-1C

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic communications challenge.

Keep in mind that judges are looking for:

- ▶ Context that clearly frames the situation and the category, especially what success looks like in that particular category.
- ▶ Clear Objectives & KPIs that relate to the business challenge and are not retrofitted to match the results of the case.
- ▶ Explanation of the significance of the objectives.
- ▶ The challenges of the marketing goal(s) in relation to the category/industry.

Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand how big the idea was and how profound the results were.

scoring section 1

challenge, context & objectives

Question 1A-1C

JURY ADVICE

"If the Strategic Challenge section was weak, it weakened the entire entry because the context wasn't there to understand how big the idea was, or how profound the results were. After reviewing these entries, it's apparent that this section is key to a strong entry."

"The biggest weakness was in setting and rationalising objectives. Goals were cited without any basis for why they should be at a particular level - no context of previous performance, competitive, relationship to business objectives, etc."

"Provide a clear articulation of the problem to solve."

"Be more specific about the objectives so results can be clearly assessed."

"Provide ample context on the competitive set to help judges understand the challenges being faced during by your brand/retailer. Clearly identify your KPIs and then prove how your program met or exceeded those KPIs."

Judges evaluate how inventive and effective the Idea & Strategy were in meeting the communications challenge.

Keep in mind that judges are looking for:

- ▶ Who the target audience is (attitudes, behaviours, culture, etc.), and why.
- ▶ Insights. State your insights and explain how you came to them.
- ▶ An understanding of why these insights are uniquely positioned to address your challenge
- ▶ An explanation on how the insight informed the strategic idea, brought to life the creative execution and ultimately, the results.
- ▶ The strategic idea that drove the effort and led to a solution, *This is not your tagline - it is the core idea that drove your effort and led to your results. .*

scoring section 2

insights & strategic idea

Question 2A-2C

JURY ADVICE

"A restatement of what you needed to achieve is not an insight. I'm more likely to believe your campaign was effective if you acknowledge what other factors might have driven results and give me more reasons to believe they weren't responsible in this case."

"The idea is often poorly articulated and ripped from a tagline rather than a true marketing communication strategy."

"Be careful to clearly articulate your insights. Be sure to recognise and attribute some part of your success to owned and earned channels."

"Really bring your insight to life. How did you find it? Why is it an insight and not just a piece of information about your target or your challenge? How does that insight relate to what else is happening in the category, or what is happening with the consumer? How is your brand uniquely positioned to take advantage of that insight?"

scoring section 2

insights & strategic idea

Question 2A-2C

scoring section 3

bringing the idea to life

*Question 3
Creative Materials
Investment Overview*

Entrants should articulate the communications strategies and how the idea was brought to life. Ensure your response details the 'why' behind your choices.

Keep in mind that judges are looking for:

- ▶ A communications strategy that includes both the creative and media strategies – not just tactics.
- ▶ The direct connection between the communication strategy and the objectives and insights.
- ▶ The importance of each media/communication channel used for the case, and how each was used – why were these right for your audience and idea? Why did you choose these over others?
- ▶ A clear depiction of how the campaign was executed in the public marketplace. Was there a 'path' consumers were meant to go on, and what was it?
- ▶ The evolution of your communications over time. Did they change and how?

Investment Overview:

- ▶ Entrants will provide details on owned/earned/paid media, sponsorship, and communications touchpoints in the Investment Overview. Use the Budget Elaboration field to provide additional context for the judges

scoring section 3

bringing the idea to life

*Question 3
Creative Materials
Investment Overview*

Creative Materials

Option A
Creative Showcase
in PDF only

*Max of 12 slides
File format: PDF
File Size: 5MB max*

Option B
3 min Creative Video
only

*Max of 3 min (4min for
Sustained Success)
File format: MP4
File Size: 200MB max*

Option C
3 min Creative Video
+ Still Images

*Max of 3 min + 2 slides
File format: MP4 + PDF
File Size: 200MB max +
2MB*

The creative video is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative video – use the creative video to showcase your creative work and complement your response to Question 3.

NO results – hard or soft may be included in the Creative Materials.

You must showcase at least one complete example of EACH integral communications touchpoint – additional examples are encouraged where helpful to judges in evaluating the creative work

scoring section 3

bringing the idea to life

*Question 3
Creative Materials
Investment Overview*

JURY ADVICE

"Video and text should be used in a mutually supportive way – use the distinct advantages of each medium to emphasised different aspects of the case vs. just saying the same thing."

"Don't waste time in your video re-telling what you have already presented in the written entry. Use the video to show the depth and breadth of how you brought the idea to life."

"Consistency. Integration by design (not default) across different platforms. Adapting the message to the channel."

"More about how the media mix was determined. Sometimes felt that everything was thrown at it to see what would stick."

"Keep the storytelling and results out of the reactive reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the PDF carefully, so there was no need to duplicate the story – what I was missing was how everything was brought to life."

"More focus on media strategy. Entrants mentioned tv and print ads but didn't always mention where they ran and how they appeal to the target."

Judges are looking for **direct correlations between the objectives and the results** of a case.

- ▶ Explain how the results impacted brand and the brand's business.
- ▶ Make a compelling argument around why the communications led to the results achieved.
- ▶ Provide context with historical data, industry benchmarks, competitors, etc.
- ▶ If you achieved additional results, explain what they were and why they are significant.
- ▶ Eliminate or attribute other factors that could have contributed to your success.
- ▶ When key metrics are withheld without explanation, judges may assume it is just the results were weak.
- ▶ Don't inflate results.
- ▶ Charts & graphs are useful tools to present your data clearly.

scoring section 4

results

Question 4A-4B

JUDGE ADVICE: "Tie together the story of how your work drove the results – the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how."

JURY ADVICE

"Don't just quote performance against projections. Define it with the context of historical data, industry benchmarks, etc."

"The strongest cases immediately and overtly tied back to objectives."

"When providing results, hard numbers and context will have a great impact on how you are judged. While there may be fear of providing confidential information, judges sign confidentially forms and the process is too rigorous for us to retain individual results. Better detail is needed to really understand if these entries contain ideas that work."

"Charts, comparisons from a year ago, sales versus years."

"Clear, contextualised, and believable; too many set objectives low and then 'exceed' them... it feels like they're reverse engineered."

"Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success."

scoring section 4

results

Question 4A-4B

final thoughts

- ▶ Don't assume judges know anything about your marketplace – judges are specifically matched with categories where they will not have a conflict of interest – hence they may not know what equals strong success in the luxury market or the automotive market – you need to tell them.
- ▶ Remember that judges represent a broad swath of the industry – if you are presenting PR results there will likely be a judge with extensive PR experience in your room – make sure you present the standard measures they would expect or explain why you don't have them. Same for digital, etc.
- ▶ Judges expect you to make a compelling case for why your results are meaningful and to demonstrate that it was the communications that drove them.

final thoughts

- ▶ Make sure you link objectives and results together but don't make up objectives to post-rationalise an idea.
- ▶ Talk about the rest of the market and put your results in context. Maybe you didn't achieve your goal but in context of the bottom dropping out of the market and everyone else achieving stagnant growth – there's a story to tell.
- ▶ Learn from successful Case Studies and read through the helpful resources available on www.apaceffie.com to further prepare yourself in your case submission.

BE CONCISE. You cannot write your way into an Effie but you **CAN** write your way **OUT** of an Effie.

Wishing you success in 2023!

Entry Questions? Email support.apaceffie@ifektiv.com

Call +65 6245 0049